



University Advancement Committee
April 9, 2019

MINUTES

MEMBERS PRESENT: Betsy Oakley, Frances Bullock, Brad Hayes, Kathy Manning, Elizabeth Phillips (by telephone), David Sprinkle and Samaya Roary

MEMBERS ABSENT WITH NOTICE: Vanessa Carroll

OTHERS PRESENT: Frank Gilliam, Chancellor; Jerry Blakemore, University Counsel; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Charlie Maimone, Vice Chancellor for Business Affairs; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, staff, and general public.

Chair Betsy Oakley called the meeting to order at 2:35 p.m. and reminded members of the Conflict of Interest (“COI”) statement from the State Government Ethics Act and their duty to avoid COI and appearances of COI, if any should be identified. None were identified.

Roll call was read. A quorum was present.

Chair Oakley presented the minutes of the November 27, 2018 University Advancement Committee (“UAC” or the “Committee”) meeting and inquired as to whether there were any corrections or additions to the minutes. There were none, and the Committee unanimously approved the minutes as presented.

Discussion Items

UAC – 1 Fundraising Report Update

Chair Oakley invited Kris Davidson to present the fundraising report update.

Ms. Davidson reported that as of March 21, we had raised \$18.2 million towards our \$21 million goal for gifts and new commitments. As of today, that amount has increased to \$19.4 million and we are 92.3% to goal. For our cash goal of \$10 million, we had raised \$8.0 million as of March 21 and, as of today, we are at \$8.8 million and 88.2% to goal. Ms. Davidson also noted that an additional \$4.1 million has been verbally committed for this fiscal year.

Ms. Davidson further reported that undergraduate alumni giving is 5.9% ahead of last year, but our realized bequest number is lower. As of March 21, our undergraduate alumni participation rate was 3.56% and, as of today, we have moved ahead slightly to 3.69%. Ms. Davidson noted that, in order to reach our goal of 6.23%, we will need about 2,000 alumni donors to give before June 30th. In an effort to achieve the participation

goal, the team will be starting a calling campaign at the end of April to focus on personal contact and outreach to encourage alumni to give.

Ms. Davidson then reviewed some final numbers from this year's Believe in the G campaign. We raised \$709,879 in gifts and new commitments, which surpassed last year's total of approximately \$500,000.

Ms. Davidson concluded her report by directing the Committee's attention to the list of major gifts of \$25,000 or higher that have closed since the Committee's last meeting that was included in the meeting materials.

UAC – 2 University Honors Update

After the review of fundraising results, Chair Oakley provided an update on the University Honors awards -- the McIver Award, which is given for service to the state or nation, and the Holderness/Weaver Award, which is given for service to Greensboro or the Triad. She informed the Committee that, after hearing recommendations from the Excellence Foundation at the Committee's November meeting, a subcommittee consisting of her, Kathy Manning, Art Winstead, and Beth Fischer met in January and agreed on the following:

- University Honors should be kept separate from the Alumni Awards.
- The event should be held during the academic year, on campus.
- We should focus on inviting a primarily external audience.
- University Advancement will create a marketing plan to increase the number and quality of nominations.
- The subcommittee will continue to work on refining the criteria for the awards.

She also noted that the winners of the awards will be required to be present at the event.

UAC – 3 Donor Advised Funds Update

Chair Oakley provided an update on donor advised funds as a follow-up to the Committee's discussion at its November meeting regarding the TIAA donor advised funds being offered by the UNC System. As requested by the Committee at the November meeting, Beth Fischer met with the Community Foundation of Greater Greensboro to investigate whether the University could partner with the Community Foundation instead of the UNC System to offer UNCG branded donor advised funds. Based on the information provided at that meeting, it was determined that the donor advised funds structure that the University was considering would not be a good fit for the Community Foundation. It was also determined that, for now, UNCG is not interested in participating in the UNC System donor advised funds program.

Chair Oakley informed the Committee that, due to more critical priorities, the University will not continue to explore UNCG branded donor advised funds at this time.

UAC – 4 Campaign Update

Beth Fischer provided an update on the University's campaign planning, which continues to move forward. She reported that an organizational structure, timeline, goals and draft prospectus have all been submitted to the Chancellor for review.

UAC – 5 Affiliated Entities Update

University Counsel Jerry Blakemore presented an update on the status of the reconfiguration of the University's affiliated entities. He reviewed with the Committee the Board of Governors policy requirements for affiliated entities; the proposed reconfiguration, which will decrease the number of affiliated entities; the benefits of the restructuring; and the effects of the merger of the HES Foundation, Alumni Association, and Weatherspoon Art Museum Association into the Excellence Foundation.

Mr. Blakemore also discussed the proposed structure of the "enhanced" Excellence Foundation Board that would exist after the merger. He noted that:

- The HES Foundation, Alumni Association, and Weatherspoon Art Museum Association will each have the right to appoint two members to the Excellence Foundation Board.
- The Excellence Foundation will create a new standing Academic and Cultural Affairs Committee to oversee scholarship and grants. Members from the HES Foundation and Weatherspoon Art Museum Association Boards will be appointed to the committee.
- The Excellence Foundation Bylaws will be streamlined.
- At least one-third of Excellence Foundation Board members will be alumni.
- Members of the Excellence Foundation Board will be elected by the Board, not appointed by the Board of Trustees.
- Consistent with best practice, the Vice Chancellor for University Advancement will serve as President of the Excellence Foundation.

Conversations are still ongoing, and actions will need to be taken by the associated entity boards to finalize the merger agreement, but the proposal has been well-received, and the restructuring is expected to be completed by June 30.

Action Item

There was one action item on the agenda for the Committee's consideration in closed session. Chair Oakley reminded the Committee that once they are in closed session, the only topic of conversation would be agenda item UAC-6 and a vote would not take place until the Committee returned to open session. She then proceeded to read the motion to enter closed session:

Pursuant to North Carolina Open Meetings Law, Section §143-318.11(2), I move that we convene in Closed Session in order to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

David Sprinkle made the motion, Brad Hayes seconded, and the motion carried.

General Account of Closed Session Items

Trustees present: Betsy Oakley, Frances Bullock, Brad Hayes, Kathy Manning, Elizabeth Phillips (by telephone), David Sprinkle and Samaya Roary

Others Present: Chancellor Frank Gilliam; Vice Chancellor Beth Fischer; General Counsel Jerry Blakemore; Chief of Staff Waiyi Tse; Kelly Harris, Assistant Secretary to the Board of Trustees.

UAC – 6 Request to Approve Donor Naming Proposal for Reception Area of Academic Success Center

Ms. Fischer presented to the Committee a naming proposal for the reception area of the Coleman Building Academic Success Center.

Chair Oakley requested a motion to return to open session. Kathy Manning made the motion, Brad Hayes seconded, and the motion carried.

Chair Oakley invited a motion to approve the naming proposal. On motion by David Sprinkle, seconded by Brad Hayes, the Committee voted unanimously to approve the naming proposal for the reception area of the Coleman Building Academic Success Center. Chair Oakley noted that, as recommended by the Committee, the agenda item would be presented for approval by the full board at Friday's meeting.

Adjourn

Chair Oakley announced the conclusion of the day's business and adjourned the meeting at 3:36 p.m.

Respectfully submitted,



Kelly Harris,
Assistant Secretary to the Board